



# Wasatch Chamber of Commerce

SITE OF WASATCH MOUNTAIN STATE PARK AND GOLF COURSE

HEBER CITY, UTAH 84032

Sept. 17, 1970

## STONE MOUNTAIN SCENIC RAILROAD, INC.

### ORGANIZATION:

This railroad was constructed in the year 1962, and operates entirely within the 3000 acres that make up the Stone Mountain State Park. It is five miles in length, and it was necessary for the operating company to construct their own road beds, and install their own rail, however, they do lease the land from the State of Georgia. They have had to provide all of their facilities, even though the land that they use is leased from the State. They are not subject to either ICC or State regulations, however, they do keep their road up to ICC standards strictly for insurance purposes.

### FINANCIAL:

The Stone Mountain Scenic Railroad Inc., was financed in the beginning by Stock sales. In the beginning, the cost of the road exceeded their original estimates, therefore, a second Stock sale was necessary, and they had no problem in selling this Stock in order to raise the funds to construct this railroad. Due to the initial capital expense, they operated at a deficit for a short period of time, but in 1968, 1969, and 1970 they have showed a good profit, with a 30% increase in business during 1970

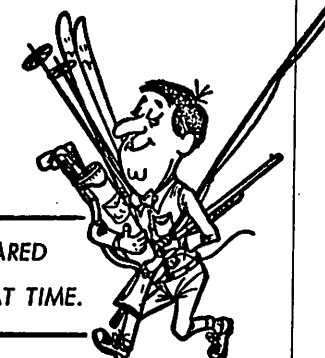
### VISITORS AND PASSENGERS:

There will be from two and one-half to three million people visit the park during 1970. The fare on the railroad is \$2.00 for adults and \$1.00 for children. Those under four years ride free. The Stone Mountain State Park feel that the railroad is one of the important attractions that bring people to the park.

### EQUIPMENT:

The Stone Mountain Scenic Railroad Inc., has four engines that they operate along with the necessary cars to accomodate those who desire to ride. Mr. McAfee, General Manager of the road felt that owning the rolling stock and supplies, is a great factor to immediate success, since again this does not a capital outlay of funds to start operation

*Paradise of the Rockies*



COME PREPARED  
FOR A GREAT TIME.

**BENEFITS:**

During the year 1969, this railroad 200,560 passengers and had gross receipts of \$332,227.62, and there will be a 30% increase during the year 1970. Due to the fact that the tracks and right-of-way are available, the chances of great success financially are most favorable according to Mr. McAfee. The Wasatch Front Counties along with Wasatch and Summit Counties are becoming the recreational area for the State, and this type of facility will enhance the development of this area greatly.

Respectfully submitted,

  
Committee Member



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Because of the remote ~~see~~ rural area, Black Hills Railroad has no local patronage at all, whereas, we could attract local parties, such as fraternity, ward, social groups, university groups, classes from school, ski parties, convention traffic as a package, to build up the local participation, particularly during the first two years while we are attempting to build up the tourist traffic.

I think the Black Hills said that they hauled around 18,000 people the first year. If we could expect this many tourists, then our first year from local participation would be almost double in potential.

They charge

7-17-60  
SAVE THE HEBER CREEPER COMMITTEE:

Contentions:

1. That this committee, in a preliminary study of the feasibility of establishing scenic railroad in Heber Valley between Heber City and Deer Creek Reservoir or Wildwood Provo Canyon, contends that there are sound justifications economically, and that it deserves <sup>4 yrs</sup> time to fully study the financial structures of such a venture.
2. That the proposal to be made to the Utah State Road Commission is based on the use of an existing railroad track and right of way, and has no interference with any highway construction plans now proposed during the next four years, and would in no way interfere with any future plans as long as those plans followed the general direction or existing roads in that canyon.
3. That if this rail were to be removed in any portion of Provo Canyon before the Wasatch Co. Railroad Foundation were allowed to bring in their steam engines and equipment, the economic feasibility of this railroad would be seriously jeopardised.
4. That if rail over the proposed scenic portion were removed, we would never have another opportunity to establish such a tourist attraction under such favorable circumstances in the entire State of Utah.
5. That the unique circumstances of the State of Utah Public Ownership of the right of way now, the bordering of much of the right of way by the Utah State owned Wasatch Mt. State Park, the great interest of both Wasatch County and Heber City in this venture, ~~and~~ the availability of a considerable amount of extremely valuable Steam Railroad equipment, owned under the tax free structure of the Wasatch Railroad Foundation and Museum Inc. and the loss to the public of the West's currently most popular Silverton-Durango scenic railroad due to disastrous floods in Southern Colorado, creates an environment so conducive to the success of such a venture that its potential



can't be compared to any other simular venture ever started or contemplated.

6. That the granting of approximately six months to create detailed feasibility studies will not cause the State of Utah any great financial loss as the salvage of the railroad will not deteriate in that time or in the proposed four year experiment time.

X 7. That the Save the Heber Creeper Committee recognizes the fact that the State of Utah and the Highway Dept. must protect its investment and should be compensated for that porportation of the railroad right of way ultimately diverted for the use of the scenic railroad, but that this public effort to establish a valuable tourist attraction should not be penalized by any effort by the Highway Dept. to make a profit on this transaction, unless the entire portion used would be purchased by private enterprize.

8. That this committee contacts with various successful Scenic Railroads operating under simular circumstances, in simular areas, with greated obstacles, show they have created very profitable sstructures out of considerably more hostile environ-  
the  
ments, and that the various groups dedicated to the improvement of Wasatch County economic picture specifically and the economy of the State of Utah in general are entitled to an opportunity ~~and~~ to at least try, and should be encouraged in this effort by the Utah State Road Commission and the citizens of this State.

9. That, as citizens of the State of Utah, and Businessmen dedicated to the Profit Motive, This committee pledges to the Govenor and the State will not develope any proposal requiring the ~~expenditure of~~ expenditure of State Funds, nor persue any plan that would not, in the eyes of the committee, make an adequate return on investemnt to justify developement of the railroad with private funds.

"Save the Heber Creeper Committee"

Chairman  
Wasatch Chamber of Commerce

President

Wasatch Railroad Foundation and Museum

Wasatch County Commissioner

Mayor of Heber City

September 19, 1970  
5394 Avalon Drive  
Murray, Utah 84107

Mr. Lowe Ashton  
Ashton Oil and Transportation Co.  
Box 69  
Heber City, Utah 84032

Dear Mr. Ashton,

Your very nice letter of September 14 received in reply to mine. I wrote a letter to Governor Rampton and received a prompt and hopeful reply. (copy of his letter enclosed.) While it offers some hope the Governor does not commit himself to stopping the letting of the contract for removal of the railroad tracks as scheduled. He says he has second thoughts regarding removal of the railroad tracks. He could have third and fourth thoughts and still allow the letting of the contract for the removal of the tracks. I'm not saying one way or the other what the Governor will do. All I'm saying is the Governor does not say what they will do. He says he has requested that the Highway Dept. hold the letting of a contract until he had an opportunity to discuss the matter with the department. As I say, that is a hopeful sign but he could discuss the matter with the department and decide to let them go ahead and let the contract out for removal of the track as scheduled. Again, I am not saying he will one way or the other because from the letter we don't know. He doesn't commit himself one way or the other by merely discussing the matter.

He says he appreciates the comments and assures they will be given consideration before a final decision is made. While my letter adds weight in the matter of preserving the tracks we must wait and see what the final decision will be.



I also sent a letter to the director of the Utah State Tourist Council. I sent letters to the Salt Lake Tribune editors and also to the Deseret News editors. Although I sent the letters to the newspapers on the 14<sup>th</sup> of September it may be they did not have enough time to print them.

I noted in last evening's Deseret News that Senator Robert S. Clyde of Heber and Representative Dan Dennis of Roosevelt have joined in the plea to save the tracks for the operation of a tourist attraction. That is good support. Apparently they are both Republicans. I have written a letter to our State Representative from Murray, Richard C. Howe, whom I have known many years and have worked to have him elected. I have explained to him the urgency of the situation concerning the removal of the tracks and the worthy goal of those who desire to preserve the tracks and operate the "Wasatch Cannonball". I don't know if he will be able to do anything about the matter by the 21<sup>st</sup> because the time is so short. But if the contract is not let on the 21<sup>st</sup>, and I feel there is a good chance it will not, then Mr. Howe will be in a good position to encourage the State officials to cooperate to let out the line for operation of the line at ~~the~~ very reasonable conditions. Mr. Howe is a democrat and works very closely with the Governor. I also wrote a letter explaining the matter of the tracks and the excellent potential of the railroad operation to Mr. Kay Allen, a friend and neighbor. Mr. Allen was our State Representative and was Speaker of the House. He still acts as an unofficial advisor to Governor Rampton. I felt a letter explaining the matter about the Provo Canyon railroad would be helpful. Again, because of the lack of sufficient time before the scheduled Sept. 21 date for letting of the contract for removal of the tracks, there may not be enough time for Mr. Allen either to make a favorable statement in support of the preservation of the tracks. But I feel he's support will be mighty helpful later if and when the tracks are saved from contract removal.

3. already looking forward to appointing you and your groups in obtaining the operating rights for the "Wasatch Cannonball".

I agree with you that the name "Heber Cope" has a somewhat derogatory implication for a railroad no matter how fondly it may be remembered. As you say, for the sake of the tourist potential a more fitting name should be selected. Our family has started calling it the "Wasatch Cannonball".

It would strengthen and better identify the union of groups and individuals who support and are working for the preservation and operation of the Snow Canyon Railroad. If they were all united and identified under one name like the "Wasatch Cannonball" Association. It is like the "Heber Cope" which is better than the railroad something like this would be much better than the preservation of the group for the preservation and operation of the "Heber Cope" railroad.

Of the contrast is not let for the memorial at the tracks and more time is given then the railroad group might arrange a big get together by the track to celebrate and stimulate interest in the railroad operation by inviting interested people to bring friends and invite everybody to an open house. Give about two weeks have a band playing such as "Wasatch", "76 Trombones", "et. alight ball (well, maybe it is Wasatch) and the good refreshment should be served. The publicity would be good too. I was arranged for a Saturday and the going people, especially invited it could attract many the families, local groups, school class groups and the adults they bring with them.

Memberships in the railroad preservation association should include the young people at a very low membership fee. A membership card and a button, I believe, would greatly help stimulate interest in the line. Of a special effort we made to stimulate the interest and support of the young people, I believe, the "Wasatch Cannonball" would be increased in a majority of family homes in the state with the hope the line would soon be in operation. Along with a membership card and button he saved to each new member a round trip ticket would become operational. It seems to me something along this line would really get the ball rolling to stimulate interest and attention.



4. Another idea that might be used to obtain a good catchy  
name for the railroad is a contest for the  
official name for the line and the best nickname.  
The official name might be "Heber - Wildwood R.R. or Heber -  
Deer Creek and Sundance Junction R.R. or Heber -  
Wasatch and Timpanogoes R.R. or Wasatch R.R. or The  
Wasatch Scenic R.R. If good participation can be  
stimulated in such a contest it will be surprising,  
I'm sure, what interesting names the people will  
suggest as a nickname for the line.

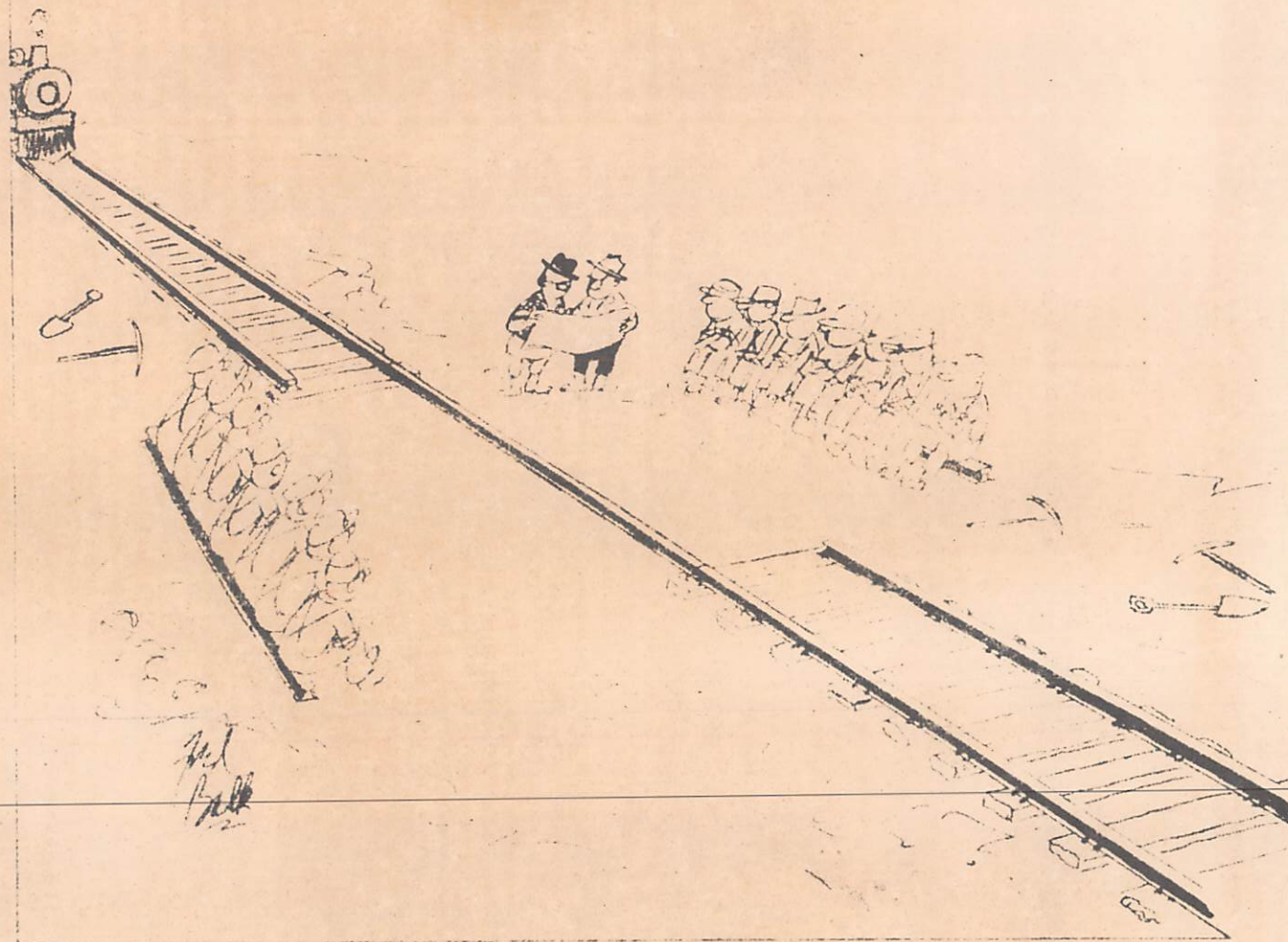
It might even interest Robert Redford's Sundance  
group into giving their full support if you offered  
to name it something like Heber - Sundance and  
Wasatch Scenic R.R.

You certainly have done a fine job in getting the Deseret  
News to write up your activities in connection with  
the railroad.

Thank you for the invitation to come up some evening for a short  
ride on the "Wasatch Cannonball". Some of our family and a  
couple of friends hope to take advantage of your invitation  
soon.

Enclosed is a copy of a cartoon I thought you might enjoy.  
Thank you for your very nice letter.

yours truly,  
John L. Sullivan



Get it right the first time!

9-19-70



September 19, 1970  
5394 Avalon Drive  
Mercury, Utah 84107

Mrs. Louise Ashton  
Ashton Oil and Transportation Co.  
Box 69  
Ogden City, Utah 84032

Dear Mrs. Ashton,

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I am already looking forward to supporting you and your groups in obtaining the operating rights for the "Wasatch Cannonball".

I agree with you that the name "Heber Creeper" has a somewhat derogatory implication for a railroad no matter how fondly it may be expressed. As you say, for the sake of the tourist potential a more fitting name should be selected. Our family has started calling it the "Wasatch Cannonball".

It would strengthen and better identify the union of groups and individuals who support and are working for the preservation and operation of the Provo Canyon Railroad if they were all united and identified under one title like the Wasatch Cannonball Preservation Association. Something like this would be much better than "the railroad buffs" or "the group for the preservation and operation of the 'Heber Creeper' railroad".

If the contract is not let for the removal of the tracks and more time is given then the railroad group might arrange a big get together by the tracks to celebrate and stimulate interest in the railroad operation by inviting interested people to bring friends and invite everybody to an "openhouse". Give short free rides, have a band playing such stirring tunes as "Wasatch Cannonball" (well, maybe it is Wabash) and "76 Trombones", ect. Light refreshment could be served. The publicity would be good too. If were arranged for a Saturday and the young people especially invited it could attract many families, scout groups, school class groups and the adults they bring with them.

Membership in the railroad preservation association should include the young people at a very low membership fee. A membership card and a button, I believe, would greatly help stimulate interest in the line. If a special effort were made to stimulate the interest and support of the young people, I believe, the "Wasatch Cannonball" would soon be discussed in a majority of family homes in the state with the hope the line would soon be in operation. Along with a membership card and "Wasatch Cannonball" button a round trip ticket would be issued to each new member to be honored after the line becomes operational.

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John L. Sullivan



STATE OF UTAH

OFFICE OF THE GOVERNOR

SALT LAKE CITY

CALVIN L. RASHDON  
GOVERNOR

September 15, 1970

Mr. John L. Sullivan  
5194 Avalon Drive  
Murray, Utah 84107

Dear Mr. Sullivan:

Thank you for your letter of September 13, 1970, and your comments regarding the proposed improvements by the Utah Department of Highways in Provo Canyon.

I also have some second thoughts regarding the removal of the railroad tracks and the widening of this highway. As a result, I have requested that the Utah Department of Highways hold the letting of a contract until I have had an opportunity to discuss this matter with the department.

I appreciate your comments, and I would like to assure you that they will be given consideration prior to any final decision being made.

Sincerely,

  
GOVERNOR

21 Sep 1970

Noon at Hub Cafe Dining Room

Project: Strategy Meeting of "Save The Heber Creeper Railroad" Committee as to what to do next & how to proceed.

Those Present:

Lowe Ashton

Gordon Mendenhall

Dr. R.R. Green

What was decided:

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1000 ft. 1000 ft. 1000 ft.

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1000 ft. 1000 ft. 1000 ft.

1000 ft. 1000 ft. 1000 ft.



SAVE HEBER CREEPER COMMITTEE

PROPOSED AGENDA FOR MEETING MONDAY, SEPT. 21, HUB CAFE, 12:00 noon.

1. Refresh of Thursday Meeting with Road Commission
2. Procedure of next meeting with Road Commission
  - A. Meeting Tuesday, Sept. 22, 1 P.M. Room 614 State office Bldg.
  - B. Attendance
  - C. Transportation responsibility
  - D. Discussion of next Move, ie, if then turn us down, what next, if they give us a time extension then what????
  - E. For your information, both Senator Clyde and Rep. Dennis will be there. this is a most valuable asset.
2. Discussion of contacts made since Thursday.
  - A. Unipress-Unidine International---Dr. Green, Lowe
  - B. California Contacts---Leon
  - C. Talk with Bill Bruin
  - B. Jack Sweeney-Royal Street Development
3. Insurance feasibility: Gordon--Russ
4. Other business

^ Sept. 21, 1970

Mr. John L. Sullivan  
5394 Avalon Drive,  
Murray, Utah 84107

Dear Mr. Sullivan,

Boy, do I wish we could enthuse about 50 more like you, we would have that train running in a week. Seriously I do appreciate your thoughts and have taken the liberty of turning your letter over to members of our committee who can best take advantage of your comments. I am particularly impressed with some of your promotion ideas.

Mr. Duane Price, our committeeman on publicity, whose daily job is our Utah State Employment Security Officer in Heber City, will have a copy, as well as Dr. Raymond Green, our committeeman in charge of the train. If and when you wish a ride on our existing vehicle, please contact him.

Mr. Prices office phone is 654-0360, home phone 654-~~1645~~ 1246

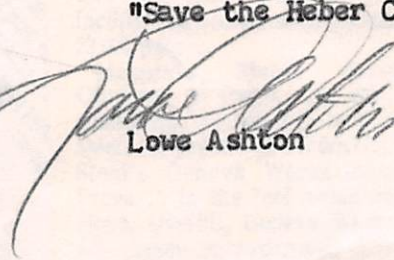
Dr. Greens Office phone is 654-1822, home phone 654-1645.

Either one of these men would be most anxious to help you and your friends take a tour of our proposed railroad excursion.

Also, appreciated your comments about your contact with our governor. I did notice that you said you were sending a copy of the letter, but that I received the original, which I assumed is a mistake, so I am taking the liberty of making a copy of it myself for our files and returning the original to you.

Very truly yours,

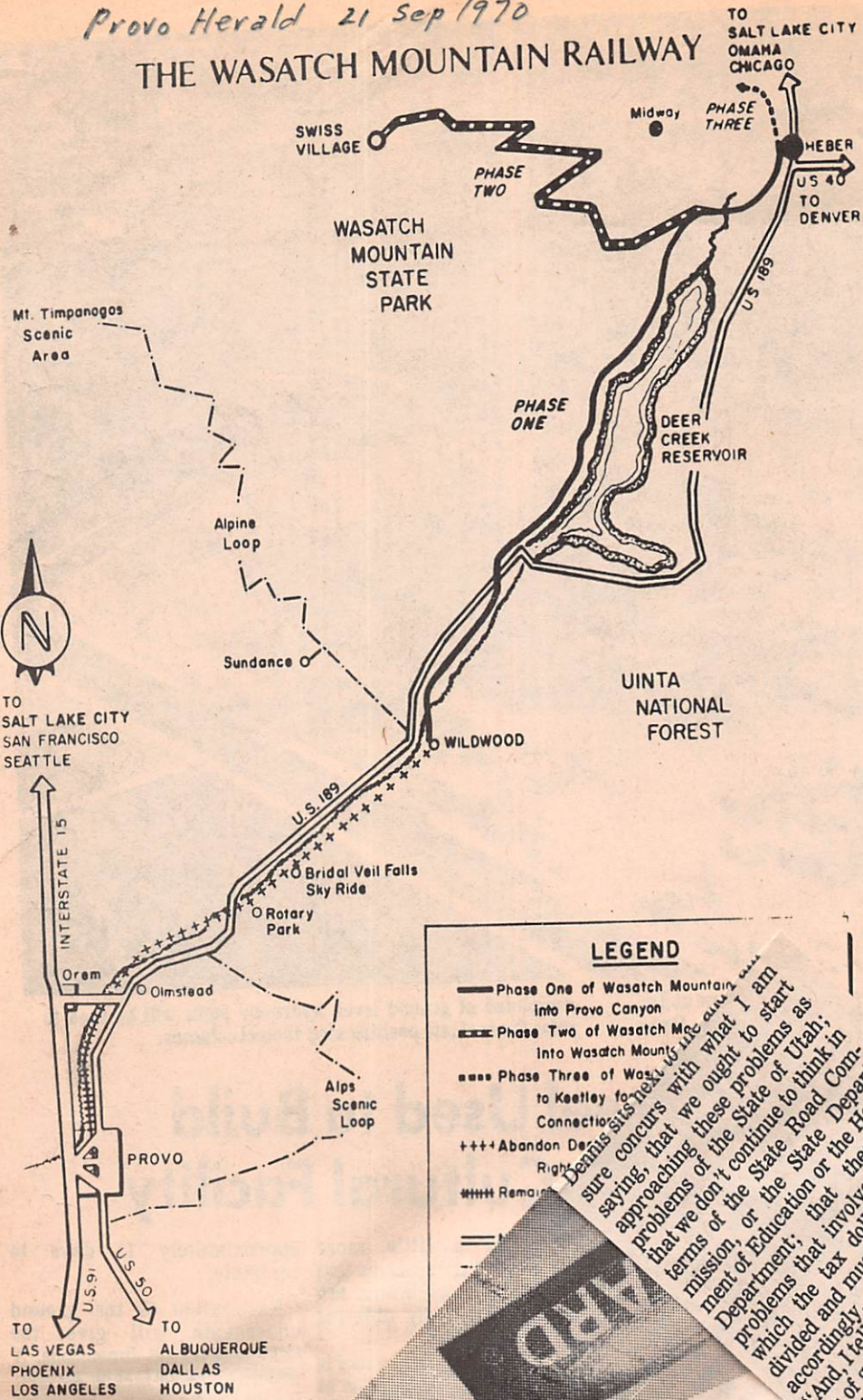
"Save the Heber Creeper Committee" (and I still hate that name)

  
Lowe Ashton



Provo Herald 21 Sep 1970

# THE WASATCH MOUNTAIN RAILWAY



## Scenic Tour

To Provo

Locomotives will run between Wildwood in Provo and Sundance on Tuesday when the Utah State Comm. Tour Railway dedicating road.

For more information contact the Provo Chamber of Commerce.

## LEGEND

- Phase One of Wasatch Mountain Railway into Provo Canyon
- - - Phase Two of Wasatch Mountain Railway into Wasatch Mountain
- ... Phase Three of Wasatch Mountain Railway to Keetley for Connection
- +++ Abandonment Right-of-Way
- ==== Remains of Old Utah-Nevada Railway

YOU

By the Corporation